

**In the Specification:**

**Please amend the title of the specification as follows:**

**CONTINUATION IN PART**

**CARDS AND RELATED SERVICES PROVIDED BY CREDIT CARD ENTITIES THAT USE NON-METALLIC SYMBOLIC COLORS TO TARGET SPECIFIC DEMOGRAPHIC GROUPS**

**A SYSTEM AND METHOD FOR PROMOTER ADVERTIZING USING PROMOTER CODED ADVERTISEMENTS AS PART OF ACCOUNT SIGN UP FOR PRODUCT OR SERVICE BY OFFERING ENTITY**